WMUA

UNIVERSITY OF MASSACHUSETTS

NEWS

Edited by
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The WMUA NEWS is an attempt to summarize the activities of the various departments of your college radio station. A small book could be written on the accomplishments to date. The station is operated by students who wish to gain experience, as well as to provide a service to the college community.

We have received excellent cooperation from the administration, faculty and student organizations of the University. If you haven't already done so, why not tune in? We broadcast 7 - 10 P.M., Monday through Friday, 650 on your dial.

Members of the faculty are invited to utilize the facilities of WMUA for public announcements or for the dissemination of any other information. Such material may be sent through the Campus Mails to WMUA. Please indicate dates desired for the broadcast of such information.

PRODUCTION DEPARTMENT

The backbone of any radio station is its Production Department, for here originates the material that is to be broadcast. This Department consists of a number of individual departments which function as units but which are eventually integrated into that overall department called "Production". Among these are the Dramatic, Music, Record, Script Writing, Sports and News departments, each having its own announcers and / or staff of writers.

Prior to September, 1948, the production department of WMUA (at that time WUUM) was the only division of the station, since a transmitter was lacking, and hence, actual broadcasting was impossible. This production department, consisting of about twenty persons, concentrated its efforts in producing shows for local commercial stations. In September 1948, however, when the first semester meeting of the Radio Station was called, over fifty-five persons indicated interest in starting an actual broadcasting station on campus. Many of these new members were transfers from the Fort Devens branch of the University and had been members of the radio station at that institution. Plans were immediately laid for the construction of a transmitter, which was completed within thirty days.

Meanwhile, the Production Department busied itself preparing programs for the new station. Announcers were trained, records were obtained (by diverse means), and ideas for shows were discussed.

Early in November, 1948, WMUA broadcast its first program. For several weeks thereafter, broadcasts were intermittent and were for test purposes. While the engineers were working out the kinks, the Production Department rapidly grew in size. New members found their places in the various departments and "pitched in" wholeheartedly in the stations' interest.

Open House for WMUA, November 21, officially opened the station, and since then, WMUA, ever striving to please the varied tastes of its many listeners, has been broadcasting 7 - 10 P.M. each evening Monday through Friday.

ENGINEERING DEPARTMENT

The engineering department, aided by the Maintenance, Engineering and Administrative Departments of the University has made possible many additional programs by providing remote broadcast facilities and improving existing studio facilities. A new and more powerful carrier current transmitter, built and installed in South College by WMUA, now makes reception throughout most of the college community possible.

The installation of remote broadcast lines at various points on the campus has enabled us to broadcast such events as basketball games and band concerts. Construction and testing of new remote studios on the campus is now underway. These studios will provide the setting for audience participation programs. All local events with broadcasting possibilities occurring during non-broadcasting hours, are recorded. The best of these recordings are then broadcast over WMUA.

A training program has been inaugurated to teach individuals commercial level broadcast technique and to provide the necessary personnel when we go on the air in the afternoons.

PUBLIC RELATIONS DEPARTMENT

The main function of the Public Relations Department is liason between the station and the public. We are responsible for all publicity. We cooperate with the University, the Collegian, the Student Senate and other organizations. When we organized about four months ago, one of our duties was to inform the college community about our organization. This is a continuous process and includes the dissemination of publicity in live organs of communication, such as newspapers, bulletins and posters.

Contacts are maintained with other organizations for the purpose of formulating and promoting programs of interest to our listening audience.

The Public Relations section consists of a number of departments. They are: Publicity, Secretarial Pool, Business Managers and Treasurer. Each department is subdivided according to the specific task to be performed. Each department head is responsible for his or her own department.

We are preparing for the organization of a Connecticut Valley Broadcasting System and will hold a conference between Smith, Mt. Holyoke, Amherst and the University to discuss the project, as well as other cooperative ventures.

Why not tune in? WMUA, 650 on your dial - Monday through Friday, 7 to 10 P.M.

Comments on this news letter are invited. Write to Roy Pitman, Station WMUA, South College.

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